

Customer Experience (CX) Action Plan

CT NRZ Advisory Board Meeting- September 8, 2022

Introduction to the CX Action Plan

- Connecticut DOT is developing a Customer Experience (CX) Action Plan that will shape future investments in public transportation services and solutions in ways that promote positive customer experiences.
- The Action Plan will be informed by customer insights and feedback and will help ensure the customer and their experience is influencing and supporting innovation and decision-making within the state's public transportation services.

Goals of the CX Action Plan

CONNECT

- **Connect** with transit riders to listen and learn about their experience using public transportation

UNDERSTAND

- Better **understand** changing customer needs, expectations, and desires for the state's transit system

VISION

- Define a **vision** for the future of public transportation in Connecticut which is based on customer priorities

ACTION

- Create a clear plan that includes **actions** that can be taken to achieve the vision and make transit a more pleasant, reliable, and efficient experience for everyone

Engagement Activities So Far

- Stakeholder Interviews
- Focus Groups
- Pop-Up Events
- Surveys



Putting Customers First

Website

Website
TransitCX.com

Email
DOT.TransitCX@ct.gov

Putting Customers First

Connecticut DOT
CUSTOMER EXPERIENCE
ACTION PLAN

About Customers News Get Involved Contact Us

Customers First - We Want to Hear from YOU!

The Connecticut Department of Transportation (DOT) wants to hear about your experiences using public transportation in Connecticut.

[Share Your Transit Experiences](#)

Understanding you—our transit customers—and what you need and expect in your public transportation travel is key to changing the way Connecticut plans and creates a better customer experience for riders.

Although the Connecticut DOT may not directly operate your transit service, we are responsible for a majority of the funding and planning of all public transit in the state. With a goal of making sure that riders have the best experience on the services that we subsidize, we're reaching out to you for your input.

This feedback will inform the first ever Statewide Customer Experience (CX) Action Plan. Click the links below to learn more about the CX Action Plan and how you can share your experience.

[Learn More](#) [Share Your Experience](#) [Contact Us](#) [See Our News](#)

Connecticut DOT
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Contact the Customer Experience Unit at DOT.TransitCX@ct.gov

SiteOrigin

English

Connecticut DOT
CUSTOMER EXPERIENCE
ACTION PLAN

NEW! CX Survey

Survey-Open until
September 15th!

www.cxactionplan.com/#/

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Complete the
survey for a
chance to win a
\$75 gift card!

Remove poster on September 1, 2022.

Next Steps

- Continue Outreach and Engagement to collect feedback until Fall
- Action Identifications and Plan Development
- Draft Plan Release for Comment early 2023



Thank you!

Alicia Leite

Transportation Supervising Planner

Customer Experience (CX) Unit

CTDOT Bureau of Public Transportation

Email: alicia.leite@ct.gov